



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Media Strategies & Research
Attn: Rachael Beale
11350 Random Hills Rd Ste 670
Fairfax, VA 22030

Contract # 185970

Schedule Dates 10/29/12-11/06/12
Advertiser Kaine for Senate 2012 (15809)
Agency Media Strategies & Research (1419)
Product Political-Political (1088)
Brand KAINE FOR SENATE 2012 (68318)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name BEALE,RACHAEL
Phone/Fax /
CPE KAINE/US SENATE RACE 2012/11069
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments KAINE 10/29-11/6/12

Date Entered 05/09/12
Last Modified 11/06/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$27,525.00
Net Total \$155,975.00
Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
Nov. 2012	66	\$183,500.00
Grand Total:	66	\$183,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
43.0	Normal Line / SPOT	10/30/12-11/01/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A			1		1				2	\$300.00	\$600.00	WJLA Arlington (WJLA)		10/26/12
44.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A		1		1		1			3	\$1,400.00	\$4,200.00	WJLA Arlington (WJLA)		10/26/12
45.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	6:59A- ABC--GOOD MORNING AMERICA		1	1	1	1	1			5	\$1,600.00	\$8,000.00	WJLA Arlington (WJLA)		10/26/12
46.0	Normal Line / SPOT	10/30/12-10/30/12	4	:30	9A- LIVE!			1						1	\$400.00	\$400.00	WJLA Arlington (WJLA)		10/26/12
47.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	10:58A- ABC--THE VIEW						1				\$1,200.00		WJLA Arlington (WJLA)		10/26/12
47.0.1	Closed Preempt	11/02/12															WJLA Arlington (WJLA)	No Avail/Exception -	
48.0	Normal Line / SPOT	10/29/12-11/01/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		1			1				1	\$550.00	\$550.00	WJLA Arlington (WJLA)		10/26/12
48.0.1	Closed Preempt	11/01/12															WJLA Arlington (WJLA)	No Avail/Exception -	
49.0	Normal Line / SPOT	10/30/12-10/30/12	4	:30	3:01P- ANDERSON COOPER SHOW			1						1	\$800.00	\$800.00	WJLA Arlington (WJLA)		10/26/12
50.0	Normal Line / SPOT	10/31/12-11/02/12	4	:30	3:58P- KATIE COURIC				1		1			2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		10/26/12

CONFIRMATION CONTRACT

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51.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1	1	1	1	1			5	\$2,000.00	\$10,000.00	WJLA Arlington (WJLA)		10/26/12
52.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1	1	1	1	1			5	\$3,200.00	\$16,000.00	WJLA Arlington (WJLA)		10/26/12
53.0	Normal Line / SPOT	10/29/12-10/30/12	4	:30	6:58P- WHEEL OF FORTUNE		1	1						2	\$4,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/26/12
54.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	6:58P- WHEEL OF FORTUNE						1				\$4,000.00		WJLA Arlington (WJLA)		10/26/12
54.0.1	Closed Preempt	11/02/12															WJLA Arlington (WJLA)	No Avail/Exception -	
55.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	7:27P- JEOPARDY						1				\$4,000.00		WJLA Arlington (WJLA)		10/26/12
55.0.1	Closed Preempt	11/02/12															WJLA Arlington (WJLA)	No Avail/Exception -	
56.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	20938- NEWS-ABC 7 NEWS @ 11P		1	1	1	1	1			5	\$3,600.00	\$18,000.00	WJLA Arlington (WJLA)		10/26/12
57.0	Normal Line / SPOT	10/29/12-11/01/12	4	:30	49886- ABC--ABC NIGHTLINE		1		1	1				1	\$750.00	\$750.00	WJLA Arlington (WJLA)		10/26/12
57.0.1	Closed Preempt	10/29/12															WJLA Arlington (WJLA)	No Avail/Exception -	
57.0.2	Closed Preempt	11/01/12															WJLA Arlington (WJLA)	No Avail/Exception -	
58.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	6:58A- ABC--GOOD MORNING AMERICA SAT							1			\$600.00		WJLA Arlington (WJLA)		10/26/12

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58.0.1	Closed Preempt	11/03/12															WJLA Arlington (WJLA)	No Avail/Exception -	
59.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	7:58A- ABC--GOOD MORNING AMERICA SUN								1	1	\$600.00	\$600.00	WJLA Arlington (WJLA)		10/26/12
60.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	5:58P- ABC--ABC WORLD NEWS TONIGHT								1		\$1,000.00		WJLA Arlington (WJLA)		10/26/12
60.0.1	Closed Preempt	11/04/12															WJLA Arlington (WJLA)	No Avail/Exception -	
61.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	7:59P- ABC--ONCE UPON A TIME								1	1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)		10/26/12
62.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P								1	1	\$800.00	\$800.00	WJLA Arlington (WJLA)		10/26/12
63.0	Normal Line / SPOT	10/30/12-10/31/12	4	:30	7:27P- JEOPARDY			1	1					2	\$4,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/26/12
64.0	Normal Line / SPOT	11/05/12-11/06/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A		1	1						2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		10/26/12
65.0	Normal Line / SPOT	11/05/12-11/06/12	3	:30	6:59A- ABC--GOOD MORNING AMERICA		1	1						2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		10/26/12
66.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	12P- 12:30P (EST)		1								\$400.00		WJLA Arlington (WJLA)		10/26/12
66.0.1	Closed Preempt	11/05/12															WJLA Arlington (WJLA)	No Avail/Exception -	

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67.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	3:58P- KATIE COURIC	1	1							1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		10/26/12
68.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	1	1							1	\$3,200.00	\$3,200.00	WJLA Arlington (WJLA)		10/26/12
69.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	7:27P- JEOPARDY	1	1							1	\$4,000.00		WJLA Arlington (WJLA)		10/26/12
69.0.1	Closed Preempt	11/05/12															WJLA Arlington (WJLA)	No Avail/Exception -	
70.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	7:57P- ABC--DANCING WITH THE STARS	1	1							1	\$16,000.00	\$16,000.00	WJLA Arlington (WJLA)		10/26/12
71.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	1	1							1	\$3,600.00	\$3,600.00	WJLA Arlington (WJLA)		10/26/12
72.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	11:35P- ABC--ABC NIGHTLINE	1	1							1	\$750.00		WJLA Arlington (WJLA)		10/26/12
72.0.1	Closed Preempt	11/05/12															WJLA Arlington (WJLA)	No Avail/Exception -	
73.0	Normal Line / SPOT	11/06/12-11/06/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A	1		1						1	\$300.00	\$300.00	WJLA Arlington (WJLA)		10/26/12
74.0	Normal Line / SPOT	11/06/12-11/06/12	4	:30	10:58A- ABC--THE VIEW	1		1						1	\$1,200.00		WJLA Arlington (WJLA)		10/26/12
74.0.1	Closed Preempt	11/06/12															WJLA Arlington (WJLA)	No Avail/Exception -	

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Phone/Fax /
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Account Types Local/Political-Candidate Agency
Billing Type Standard
Comments Kaine 10/29-11/6/12

Date Entered 05/09/12
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75.0	Normal Line / SPOT	11/06/12-11/06/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A			1						1	\$300.00	\$300.00	WJLA Arlington (WJLA)		10/28/12
76.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	9A- LIVE!		1							1	\$400.00	\$400.00	WJLA Arlington (WJLA)		10/28/12
77.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	10:01P- ABC--CASTLE		1								\$5,500.00		WJLA Arlington (WJLA)		10/28/12
77.0.1	Closed Preempt	11/05/12															WJLA Arlington (WJLA)	Pre-Empt/Spot -	
78.0	Normal Line / SPOT	10/31/12-10/31/12	3	:30	10P- ABC--NASHVILLE				1					1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/28/12
79.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	7:57P- ABC--LAST MAN STANDING/MALIBU COUNTRY						1				\$3,500.00		WJLA Arlington (WJLA)		10/28/12
79.0.1	Closed Preempt	11/02/12															WJLA Arlington (WJLA)	No Avail/Exception -	
80.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	10:01P- ABC--666 PARK AVENUE								1	1	\$6,000.00	\$6,000.00	WJLA Arlington (WJLA)		10/28/12
81.0	M/G For 47.0.1 / SPOT	11/02/12-11/02/12	3	:30	10:58A- ABC--THE VIEW						1			1	\$2,500.00	\$2,500.00	WJLA Arlington (WJLA)		10/30/12
82.0	M/G For 48.0.1 / SPOT	11/01/12-11/01/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON					1				1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		10/30/12
83.0	M/G For 54.0.1 / SPOT	11/02/12-11/02/12	3	:30	6:58P- WHEEL OF FORTUNE						1			1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/30/12

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84.0	M/G For 57.0.2 / SPOT	11/01/12-11/01/12	3	:30	11:35P- ABC--ABC NIGHTLINE					1				1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/30/12
85.0	M/G For 55.0.1 / SPOT	11/02/12-11/02/12	3	:30	7:27P- JEOPARDY						1			1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		11/2/12
86.0	M/G For 58.0.1 / SPOT	11/03/12-11/03/12	2	:30	6:58A- ABC--GOOD MORNING AMERICA SAT							1		1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		11/2/12
87.0	M/G For 60.0.1 / SPOT	11/04/12-11/04/12	3	:30	6:30P- NEWS-ABC 7 NEWS @ 630P								1	1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		11/2/12
88.0	M/G For 66.0.1 / SPOT	11/05/12-11/05/12	3	:30	12:30P- NEWS--ABC7 NEWS @ 1230P		1							1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		11/2/12
89.0	M/G For 69.0.1 / SPOT	11/05/12-11/05/12	3	:30	7:27P- JEOPARDY		1							1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		11/2/12
90.0	M/G For 72.0.1 / SPOT	11/05/12-11/05/12	3	:30	11:35P- ABC--ABC NIGHTLINE		1							1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		11/2/12
91.0	M/G For 79.0.1 / SPOT	11/02/12-11/02/12	2	:30	9P- ABC--SHARK TANK						1			1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		11/2/12
92.0	M/G For 74.0.1 / SPOT	11/06/12-11/06/12	3	:30	12:30P- NEWS--ABC7 NEWS @ 1230P			1						1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		11/5/12
93.0	M/G For 77.0.1 / SPOT	11/06/12-11/06/12	3	:30	12:57P- ABC--THE CHEW			1						1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		11/6/12
94.0	Normal Line / SPOT	11/06/12-11/06/12	3	:30	2P- ABC--GENERAL HOSPITAL			1						1	\$2,500.00	\$2,500.00	WJLA Arlington (WJLA)		11/6/12

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Date:

Comments:

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